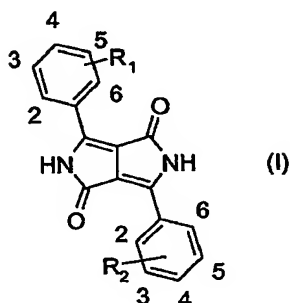


## CLAIMS

1. A cosmetic formulation comprising at least one pigment of formula (I)



5 wherein

- $R_1$  signifies hydrogen;  $SO_3M$ ; linear or branched  $C_1$ - $C_{18}$ alkyl, which can be unsubstituted or substituted by one or more halogen, OH,  $OR_3$ ,  $SR_3$ ,  $SO_2NR_3R_4$ ,  $NH_2$ ,  $NR_3R_4$ ,  $COOR_4$ ,  $CONR_3R_4$ ,  $OCOR_3$  or  $SO_3M$ ; linear or branched  $C_1$ - $C_4$ alkoxy, which can be unsubstituted or substituted by one or more halogen, OH,  $OR_3$ ,  $SR_3$ ,  $SO_2NR_3R_4$ ,  $NH_2$ ,  $NR_3R_4$ ,  $COOR_4$ ,  $CONR_3R_4$ ,  $OCOR_3$  or  $SO_3M$ ; halogen; phenyl, which can be unsubstituted or substituted by one or more halogen, OH,  $OR_3$ ,  $SR_3$ ,  $SO_2NR_3R_4$ ,  $NH_2$ ,  $NR_3R_4$ ,  $COOR_4$ ,  $CONR_3R_4$ ,  $OCOR_3$  or  $SO_3M$ ,
- $R_2$  signifies hydrogen;  $SO_3M$ ; linear or branched  $C_1$ - $C_{18}$ alkyl, which can be unsubstituted or substituted by one or more halogen, OH,  $OR_3$ ,  $SR_3$ ,  $SO_2NR_3R_4$ ,  $NH_2$ ,  $NR_3R_4$ ,  $COOR_4$ ,  $CONR_3R_4$ ,  $OCOR_3$  or  $SO_3M$ ; linear or branched  $C_1$ - $C_4$ alkoxy, which can be unsubstituted or substituted by one or more halogen, OH,  $OR_3$ ,  $SR_3$ ,  $SO_2NR_3R_4$ ,  $NH_2$ ,  $NR_3R_4$ ,  $COOR_4$ ,  $CONR_3R_4$ ,  $OCOR_3$  or  $SO_3M$ ; halogen; phenyl, which is substituted by one or more halogen, OH,  $OR_3$ ,  $SR_3$ ,  $SO_2NR_3R_4$ ,  $NH_2$ ,  $NR_3R_4$ ,  $COOR_4$ ,  $CONR_3R_4$ ,  $OCOR_3$  or  $SO_3M$ , wherein
- $R_3$  signifies linear or branched  $C_1$ - $C_{30}$ alkyl;  $C_3$ - $C_{30}$ -alkenyl;  $C_3$ - $C_{12}$ cycloalkyl;  $C_6$ - $C_{14}$ aryl, which can be unsubstituted or substituted by one or more  $C_1$ - $C_6$ alkyl,  $C_5$ - $C_6$ cycloalkyl,  $C_1$ - $C_6$ alkoxy,  $C_1$ - $C_6$ thioalkyl or halogen;  $C_7$ - $C_{24}$ aralkyl, which can be unsubstituted or substituted by one or more  $C_1$ - $C_6$ alkyl,  $C_5$ - $C_6$ cycloalkyl,  $C_1$ - $C_6$ alkoxy,  $C_1$ - $C_6$ thioalkyl or halogen or  $C_8$ - $C_{24}$ aralkenyl, which can be unsubstituted or substituted by one or more  $C_1$ - $C_6$ alkyl,  $C_5$ - $C_6$ cycloalkyl,  $C_1$ - $C_6$ alkoxy,  $C_1$ - $C_6$ thioalkyl or halogen; or  $C_1$ - $C_4$ alkylene- $C_4$ - $C_8$ cycloalkyl, wherein the ring contains at least one heteroatom selected from the group of N, O or S,
- $R_4$  signifies hydrogen; linear or branched  $C_1$ - $C_{30}$ alkyl;  $C_3$ - $C_{30}$ -alkenyl;  $C_3$ - $C_{12}$ cycloalkyl;  $C_6$ - $C_{14}$ aryl, which can be unsubstituted or substituted by one or

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more C<sub>1</sub>-C<sub>6</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>6</sub>alkoxy, C<sub>1</sub>-C<sub>6</sub>thioalkyl or halogen; C<sub>7</sub>-C<sub>24</sub>aralkyl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>6</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>6</sub>alkoxy, C<sub>1</sub>-C<sub>6</sub>thioalkyl or halogen or C<sub>8</sub>-C<sub>24</sub>aralkenyl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>6</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>6</sub>alkoxy, C<sub>1</sub>-C<sub>6</sub>thioalkyl or halogen; or C<sub>1</sub>-C<sub>4</sub>alkylene-C<sub>4</sub>-C<sub>8</sub>cycloalkyl, wherein the ring contains at least one heteroatom selected from the group of N, O or S, and

M signifies hydrogen; a metal atom; or an unsubstituted or substituted ammonium group, wherein the pigments have a specific surface area (BET) of 15 – 200m<sup>2</sup>/g, and with the proviso that if

(i) R<sub>1</sub> is H or Cl in 4 position, then R<sub>2</sub> is not H or Cl in 4 position.

2. A cosmetic formulation according to Claim 1, wherein the pigments have a specific surface area (BET) of 20 – 200m<sup>2</sup>/g, preferably of 25 – 200m<sup>2</sup>/g.

3. A cosmetic formulation according to Claim 1, wherein the pigments have a specific surface area (BET) of 15 – 170m<sup>2</sup>/g, preferably of 15 – 150m<sup>2</sup>/g.

4. A cosmetic formulation according to Claim 1, wherein the pigments have a specific surface area (BET) of 20 – 170m<sup>2</sup>/g, preferably of 20 – 150m<sup>2</sup>/g.

5. A cosmetic formulation according to Claim 1, wherein the pigments have a specific surface area (BET) of 25 – 170m<sup>2</sup>/g, preferably of 25 – 150m<sup>2</sup>/g.

6. A cosmetic formulation according to any one of the preceeding Claims, wherein R<sub>1</sub> signifies hydrogen; linear or branched C<sub>1</sub>-C<sub>12</sub>alkyl, which can be unsubstituted or substituted by one or more halogen, OH, OR<sub>3</sub>, SR<sub>3</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NH<sub>2</sub>, NR<sub>3</sub>R<sub>4</sub>, COOR<sub>4</sub>, CONR<sub>3</sub>R<sub>4</sub>, OCOR<sub>3</sub> or SO<sub>3</sub>M; linear or branched C<sub>1</sub>-C<sub>4</sub>alkoxy, which can be unsubstituted or substituted by one or more halogen, OH, OR<sub>3</sub>, SR<sub>3</sub>, NH<sub>2</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NR<sub>3</sub>R<sub>4</sub>, COOR<sub>4</sub>, CONR<sub>3</sub>R<sub>4</sub>, OCOR<sub>3</sub> or SO<sub>3</sub>M; halogen; phenyl, which can be unsubstituted or substituted by one or more halogen, OH, OR<sub>3</sub>, SR<sub>3</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NH<sub>2</sub>, NR<sub>3</sub>R<sub>4</sub>, COOR<sub>4</sub>, CONR<sub>3</sub>R<sub>4</sub>, OCOR<sub>3</sub> or SO<sub>3</sub>M, wherein R<sub>3</sub>, R<sub>4</sub> and M have the same meanings as defined above.

7. A cosmetic formulation according to any one of Claims 1 – 5, wherein

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R<sub>2</sub> signifies hydrogen; linear or branched C<sub>1</sub>-C<sub>12</sub>alkyl, which can be unsubstituted or substituted by one or more halogen, OH, OR<sub>3</sub>, SR<sub>3</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NH<sub>2</sub>, NR<sub>3</sub>R<sub>4</sub>, COOR<sub>4</sub>, CONR<sub>3</sub>R<sub>4</sub>, OCOR<sub>3</sub> or SO<sub>3</sub>M; linear or branched C<sub>1</sub>-C<sub>4</sub>alkoxy, which can be unsubstituted or substituted by one or more halogen, OH, OR<sub>3</sub>, SR<sub>3</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NH<sub>2</sub>, NR<sub>3</sub>R<sub>4</sub>, COOR<sub>4</sub>,  
 5 CONR<sub>3</sub>R<sub>4</sub>, OCOR<sub>3</sub> or SO<sub>3</sub>M; halogen; phenyl, which is substituted by one or more halogen, OH, OR<sub>3</sub>, SR<sub>3</sub>, NH<sub>2</sub>, NR<sub>3</sub>R<sub>4</sub>, COOR<sub>4</sub>, CONR<sub>3</sub>R<sub>4</sub>, OCOR<sub>3</sub> or SO<sub>3</sub>M, wherein R<sub>3</sub>, R<sub>4</sub> and M have the same meanings as defined above.

8. A cosmetic formulation according to Claim 7 or 8, wherein
- 10 R<sub>3</sub> signifies linear or branched C<sub>1</sub>-C<sub>18</sub>alkyl; C<sub>3</sub>-C<sub>18</sub>-alkenyl; C<sub>3</sub>-C<sub>8</sub>cycloalkyl; C<sub>6</sub>-C<sub>8</sub>aryl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen; C<sub>7</sub>-C<sub>18</sub>aralkyl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen or C<sub>8</sub>-C<sub>18</sub>aralkenyl, which can be unsubstituted or substituted by one or more
- 15 C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen; or C<sub>1</sub>-C<sub>4</sub>alkylene-C<sub>4</sub>-C<sub>8</sub>cycloalkyl, wherein the ring contains at least one heteroatom selected from the group of N, O or S,
- R<sub>4</sub> signifies hydrogen; linear or branched C<sub>1</sub>-C<sub>18</sub>alkyl; C<sub>3</sub>-C<sub>18</sub>-alkenyl; C<sub>3</sub>-C<sub>8</sub>cycloalkyl; C<sub>6</sub>-C<sub>8</sub>aryl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen; C<sub>7</sub>-C<sub>18</sub>aralkyl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen or C<sub>8</sub>-C<sub>18</sub>aralkenyl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen; or C<sub>1</sub>-C<sub>4</sub>alkylene-C<sub>4</sub>-C<sub>8</sub>cycloalkyl, wherein the ring contains at least one heteroatom
- 20 selected from the group of N, O or S, and
- 25 M signifies hydrogen; a metal atom; or an unsubstituted or substituted ammonium group.

9. A cosmetic formulation according to any one of Claims 1 – 5, wherein
- R<sub>1</sub> signifies hydrogen; linear or branched C<sub>1</sub>-C<sub>6</sub>alkyl, which can be unsubstituted or substituted by one or more OR<sub>3</sub>, SR<sub>3</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NR<sub>3</sub>R<sub>4</sub> or COOR<sub>4</sub>; linear or branched C<sub>1</sub>-C<sub>4</sub>alkoxy, which can be unsubstituted or substituted by one or more OR<sub>3</sub>, SR<sub>3</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NR<sub>3</sub>R<sub>4</sub> or COOR<sub>4</sub>; halogen; phenyl, which can be unsubstituted or substituted by one or more OR<sub>3</sub>, SR<sub>3</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NR<sub>3</sub>R<sub>4</sub> or COOR<sub>4</sub>,
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- R<sub>2</sub>** signifies hydrogen; linear or branched C<sub>1</sub>-C<sub>6</sub>alkyl, which can be unsubstituted or substituted by one or more OR<sub>3</sub>, SR<sub>3</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NR<sub>3</sub>R<sub>4</sub> or COOR<sub>4</sub>; linear or branched C<sub>1</sub>-C<sub>4</sub>alkoxy, which can be unsubstituted or substituted by one or more OR<sub>3</sub>, SR<sub>3</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NR<sub>3</sub>R<sub>4</sub> or COOR<sub>4</sub>; halogen; phenyl, which is substituted by one or more OR<sub>3</sub>, SR<sub>3</sub>, SO<sub>2</sub>NR<sub>3</sub>R<sub>4</sub>, NR<sub>3</sub>R<sub>4</sub> or COOR<sub>4</sub>,  
 5 wherein
- R<sub>3</sub>** signifies linear or branched C<sub>1</sub>-C<sub>8</sub>alkyl; C<sub>3</sub>-C<sub>8</sub>-alkenyl; C<sub>3</sub>-C<sub>8</sub>cycloalkyl; C<sub>6</sub>-C<sub>8</sub>aryl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen; C<sub>7</sub>-C<sub>12</sub>aralkyl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen or C<sub>8</sub>-C<sub>12</sub>aralkenyl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen; C<sub>1</sub>-C<sub>4</sub>alkylene-morpholino; or C<sub>1</sub>-C<sub>4</sub>alkylene-piperidino and
- R<sub>4</sub>** signifies hydrogen; linear or branched C<sub>1</sub>-C<sub>8</sub>alkyl; C<sub>3</sub>-C<sub>8</sub>-alkenyl; C<sub>3</sub>-C<sub>8</sub>cycloalkyl; C<sub>6</sub>-C<sub>8</sub>aryl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen; C<sub>7</sub>-C<sub>12</sub>aralkyl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen or C<sub>8</sub>-C<sub>12</sub>aralkenyl, which can be unsubstituted or substituted by one or more C<sub>1</sub>-C<sub>4</sub>alkyl, C<sub>5</sub>-C<sub>6</sub>cycloalkyl, C<sub>1</sub>-C<sub>4</sub>alkoxy, C<sub>1</sub>-C<sub>4</sub>thioalkyl or halogen; C<sub>1</sub>-C<sub>4</sub>alkylene-morpholino; or C<sub>1</sub>-C<sub>4</sub>alkylene-piperidino.  
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- 10.** A cosmetic formulation according to any of Claims 1 – 9 comprising
- a) from 0.0001 to 50 % by weight, preferably from 0.0001 to 25 % by weight, based on the total weight of the preparation, of at least one pigment of formula (I), and
- 25 b) from 50 to 99.9999 % by weight, preferably from 75 to 99.9999 % by weight, based on the total weight of the preparation, of a cosmetically suitable carrier.
- 11.** A cosmetic preparation or formulation according to any one of claims 1 to 10, which is in the form of a stick comprising up to 99.9999 % by weight of fatty components.  
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- 12.** A cosmetic preparation or formulation according to any one of claims 1 to 10, which is in the form of an anhydrous or aqueous ointment or cream.

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13. A cosmetic preparation or formulation according to any one of claims 1 to 10, which is in the form of a water-in-oil emulsion or in the form of an oil-in-water emulsion comprising from 1 to 98.8 % by weight of the fatty phase, from 1 to 98.8 % by weight of the aqueous phase and from 0.2 to 30 % by weight of an emulsifier, in each case based on the total weight.
14. A cosmetic preparation or formulation according to any one of claims 1 to 10, which is in the form of a powder and comprises an inorganic or organic filler, such as talc, zinc stearate, mica, kaolin, nylon powders, polyethylene powders, Teflon, starch, boron nitride, microspheres of copolymers, such as Expancel, Polytrap, silicone resin microbeads, polyethylene powder or polyamide powder, as well as adjuvants, such as binders or colourants.
15. A cosmetic preparation or formulation according to any one of claims 1 to 10, which is in the form of a nail varnish and comprises from 0.1 to 5 % by weight of the pigment in a varnish base.
16. A cosmetic preparation or formulation according to any one of claims 1 to 10, which is in the form of a shampoo, a cream or a gel for colouring the hair that is composed of the basic substances conventionally employed in the cosmetics industry.
17. A cosmetic preparation or formulation according to any one of claims 1 to 16, which additionally comprises conventional cosmetic constituents, such as perfumes, antioxidants, preservatives and UV filters.